

MAKE YOUR BRAND STAND OUT

After spending a big sum for [Product Development](#), how do you go about marketing your new product in a highly volatile, competitive world? Is branding still the magic word for amazing sales figures?

A brand is best defined by brand strategist Vincent Grimalde as “the blend of art and science that manages associations between a brand and memories in the mind of the brand's audience. It involves focusing resources on selected tangible and intangible attributes to differentiate the brand in an attractive, meaningful and compelling way for the targeted audience.”

Branding takes time. It took 15 years for Nike to build a strong brand and this was not a hit-and-miss process. Nike's success can be attributed to a focused brand positioning, consistent delivery, product innovation (Nike Air differentiated it from the pack), its association with All-Star basketball star Michael Jordan and strategic product distribution in over 40 countries worldwide—all these communicated in one consistent message in all its advertising, PR, the website and the store outlets.

How are you keeping up with the ever increasing competition now that online marketing is THE marketing thrust of the 21st century?

While Branding can put you ahead of the competition, effective [Branding](#) can eliminate competition. Here are some trends worth looking into for brand marketing in 2013 or even beyond that you can capitalize on for you to be able to find your brand in a “category of one.”

Customization: Customization will become an even more important brand differentiator.

Customer Expectation: Find a way to accurately measure your customer's expectations as these will give an edge to your brand. Customers go for brands that understand their value and delight them more.

Constant Connection: Voice assistants will reign as consumers will need more immediate and customized support for their products.

Make Me a Fan: Understanding what will persuade consumers on how to turn them into a fan will be a basis for significant differentiation.

Going Greener: Watch out for a surge in total sustainability and corporate responsibility in the consumers' decision process.

Engagement is still Powerful: Engage all the way from messages, programs to experiences. Engage loyal customer, engage all the more would-be customers.

Whatever, however your strategy is, it is important that you translate all your efforts and activities into one compelling campaign that will not only delight loyal customers but likewise turn them to be advocates of your brand. Now that's the ultimate in Branding.

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